



**TrafficBrand**

# Case Study

## Overview

Digital advertising agency TrafficBrand aimed to **drive high-intent audience traffic** to a leading retailer's ecommerce platform, with a focus on **increasing conversions, orders and revenue** through precise targeting of potential customers.

## Challenge

Despite the retailer's strong market presence, they faced challenges in **maximising the efficiency of their campaigns**, particularly in audience targeting. The objective was to enhance performance metrics such as click-through rate (CTR), conversion rate and return on ad spend (ROAS) by using more **refined and relevant data**.

## Results after 3 months

**1,420% ROAS**  
on Flow-powered campaigns

**+5.4%**  
Conversion rate

**R2.5m**  
Additional revenue

## Solution

**Flow's first-party data audience segments enabled TrafficBrand to more accurately target high-intent shoppers, optimising their digital advertising campaigns to deliver stronger outcomes.**

TrafficBrand saw a 1,420.76% ROAS on Flow-powered campaigns and a 5.4% higher conversion rate. Flow audiences generated more orders and R2.5m more in revenue than non-Flow audiences.

## Audiences used



High-intent home buyers and renters

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Consumers looking at reviews, comparisons and insights before making a purchase

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People in the bond approval process, bond-approved and active home buyers

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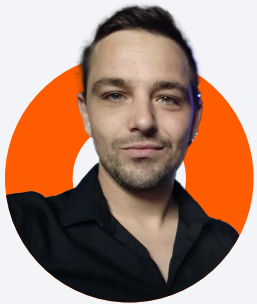


Retail shoppers based on their purchasing behaviour and buyer profiles

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## “Nearly double our rate of return on ad spend and halved acquisition costs”

"Over the last 3 months we've had the pleasure of collaborating with the Flow team who enabled us to expand our efforts in introducing new sets of first-party data in our ad campaigns. The addition of these audiences has nearly doubled our rate of return on ad spend, and halved our acquisition cost. A big thanks from TrafficBrand to Flow and a well deserved shout out to their stellar services and wonderful team."



**Dean Stander** | Paid Media Specialist



See how you can gain a **competitive advantage** for your business and tap into **exclusive, high-intent audiences** through the Flow Data Marketplace

[Get started](#)

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